

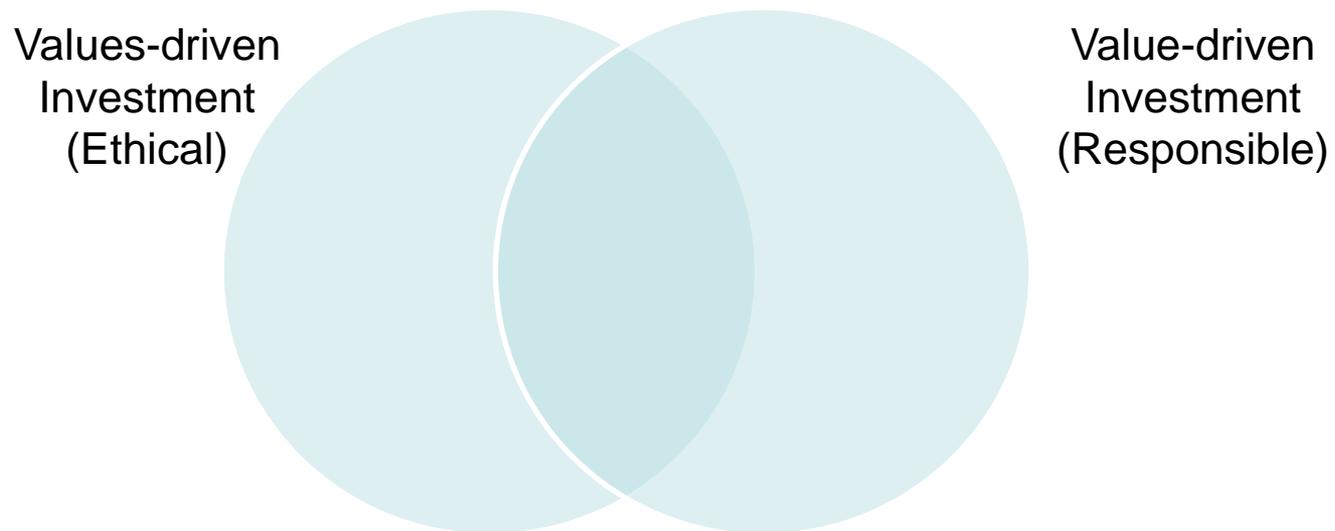
Can investments and new business models help prevent chronic diseases?

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Brussels

Katie Gordon
Director, Responsible Investment and Stewardship, CCLA



Ethical and Responsible Investment



Different drivers, but shared priorities and complementary techniques

Economics of Obesity

Direct costs

- *Global* - Total global economic impact of obesity is about \$2trn/yr, 2.8% of world GDP, Nov 14 McKinsey Global Institute (MGI)
- *UK* - The combined annual direct costs of treating overweight, obese and diabetes patients is 14% of NHS budget.

Indirect costs (reduced productivity)

- Global: Morgan Stanley - reduced workforce and lower productivity (via early death, poorer performance at work) can significantly affect economic growth relative to baseline projections
18% average drag on OECD forecasts to 2035
- UK: McKinsey Global Institute analysed the indirect cost, through loss in employee productivity in the UK, to be £7bn per annum, of which....
£5bn comes from decreased productivity rather than absenteeism

This makes obesity a long-term risk for all companies

Obesity – Civil Society Drivers (UK)



- Action on Sugar – Sugar report



- Jamie Oliver Foundation – Sugar Rush



- Change for Life app (actually Public Health England)



- Oxford London Lecture: “Knowledge, nudge and nanny: opportunities to improve the nation’s diet” (17/3/15)



- Wellcome Trust – Our Planet, Our Health, The Crunch



- Economist Intelligence Unit corporate data gathering



- Lancet Series on Obesity



- ICCR/PRI webinar on nutrition (12/3/15)



- BMA – Food For Thought



- Obesity Health Alliance



- Food Standards Agency – Our Future Food



- EAT – Stockholm food forum



“Windfall taxes are designed to ensure that society has the correct reflection of its values in the way that tax is raised. It is a feature of tobacco as well as fizzy drinks and fast food.”

**James Bevan, CIO CCLA
24/9/14 Radio 4**

Does society really need these products?



Donut burger
Greene King Hungry Horse

2,000 calories



Hot mulled fruit drink
Starbucks

25 teaspoons of sugar

CCLA engagement - Obesity

One on One



Collaboration – ATNI*



logovaults



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Senator House
85 Queen Victoria Street
London EC4V 4ET

www.ccla.co.uk